













S.N.: 08/873,974 Batch No.: L40 DOCKET #7791-0052-25 SHEET 7 OF 7 7/7 TARGETING PARAMETERS CONSUMER'S COMPUTER 134 **TICKET IS DISPLAYED ON** 136 132 **ELIGIBILITY BASED ON COUPON OR SAVINGS** TICKET IS PRINTED BY COUPON OR SAVINGS **DETERMINE COUPON** CONSUMER ⋖ FIG. 7 CONSUMER **SMO SERVER** DATABASE PROFILE YES 130 ENTERING NAME, ADDRESS **CONSUMER REGISTERS BY** AND SOME DEMOGRAPHIC SHOPPER CARD NUMBERS **OPTIONALLY FREQUENT INFORMATION AND** IS CONSUMER A CONSUMER 2 **MEMBER?** PROFILE UPDATE ⋖ 120 122 38 **VALUEBANNER ON A** CONSUMER CLICKS COMMERCIAL SITE COMMERCIAL SITE **VISITS WEB SITE MANUFACTURER ORIGINAL SITE CONSUMER IS** RETURNED TO CONSUMER

OBLON ET AL (703) 413-3000